

SIKKIM



GOVERNMENT

GAZETTE

**EXTRAORDINARY
PUBLISHED BY AUTHORITY**

Gangtok Tuesday 17th August, 2021 No. 198

**DEPARTMENT OF INFORMATION & PUBLIC RELATIONS
GOVERNMENT OF SIKKIM
GANGTOK**

No. 01/IPR/21-22

Dated: 13/04/2021

NOTIFICATION

Whereas, the State Government has deemed it expedient to induct the members to the Sikkim Film Promotion Board (hereinafter referred to as "the Board") constituted vide Notification No. 05/Home/Confdl./2021 dated 12/01/2021 under the administrative control of Information and Public Relations Department for the promotional activities relating to development of Sikkim as a destination of film making and co-ordination of all activities relating to creation of employment opportunities in film related trades like Direction, Script Writing, Screenplay Writing, Film Shooting, Film Editing etc.

Now therefore, with a view to achieve the above objectives, the State Government is hereby pleased to induct the following members to the Sikkim Film Promotion Board, namely:-

(a) OFFICIAL MEMBERS:

1.	DIRECTOR, INFORMATION AND PUBLIC RELATIONS DEPARTMENT	MEMBER
2.	DEPUTY SECRETARY, INFORMATION AND PUBLIC RELATIONS DEPARTMENT	MEMBER
3.	SR. ACCOUNT OFFICER, INFORMATION AND PUBLIC RELATIONS DEPARTMENT	MEMBER
4.	DISTRICT COLLECTORS(EAST/NORTH/WEST/SOUTH)	MEMBER
5.	REPRESENTATIVE OF HOME DEPARTMENT	MEMBER
6.	REPRESENTATIVE OF FINANCE DEPARTMENT	MEMBER
7.	REPRESENTATIVE OF FOREST AND ENVIRONMENT DEPARTMENT	MEMBER
8.	REPRESENTATIVE OF CULTURE DEPARTMENT	MEMBER
9.	REPRESENTATIVE OF SKILL DEVELOPMENT DEPARTMENT	MEMBER
10.	REPRESENTATIVE OF TOURISM AND CIVIL AVIATION DEPARTMENT	MEMBER
11.	JOINT DIRECTOR, INFORMATION AND PUBLIC RELATIONS DEPARTMENT	MEMBER

b) NON-OFFICIAL MEMBERS:

1.	SHRI UGEN CHOPEL	MEMBER
2.	SHRI PRASHANT RASAILY	MEMBER
3.	SHRI SAMTEN BHUTIA	MEMBER
4.	SHRI DAWA LEPCHA	MEMBER

Terms of Reference and other conditions:

1. MEETINGS, REVIEW AND WORKING METHOD

- (a) all meetings shall be chaired by Chairperson, Sikkim Film Promotion Board appointed by the State Government;
- (b) the Board shall hold meetings on a regular basis and all Board members are expected to attend all meetings to discuss and deliberate on all activities and actions undertaken by them towards the creation, promotion and strengthening of the Film sector in Sikkim;
- (c) the Board Members will commit to attending all scheduled Board/Group meetings and will be involved in sharing all communications and information across all Members transparently, thus ensuring sharing of complete, accurate, timely and meaningful information to each Board Member. The objective of the Board would be to ensure complete transparency and accountability through open and honest discussions without resorting to any misleading assertions. There shall be comprehensive evaluation on a regular basis to verify the overall status and progress of the Board. The Board would also be putting forward suggestions to the State Government regarding the outcome of the meetings held and the progress made from time to time;
- (d) the term of the Non-Official Board members shall be co-terminus with the term of the Chairperson;
- (e) matters both administrative and financial shall be invariably routed through the Secretary, Information and Public Relations Department;
- (f) a separate Bank Account shall be created for Sikkim Film Promotion Board and all the accounts and expenditure of the Sikkim Film Promotion Board shall be governed by the State financial rules which will be subject to veracity of the Comptroller and Auditor General (CAG);
- (g) the revenue generated by the Sikkim Film Promotion Board shall be credited to the State Treasury;
- (h) the non-official members shall be holder of Certificate of Identification/SSC.

2. Roles and responsibilities of the Board:

- (1) The paramount objective of Sikkim Film Promotion Board shall be to develop, promote and market locally and internationally, the film industry in the State and create a conducive environment that would project Sikkim as a preferred destination for films in the country and globally.
- (2) Promote brand Sikkim as a filming hub through proper holistic strategies and projection through films.

- (3) Upgradation and creation of requisite infrastructure for development of films, thereby fostering growth and long-term development of Film sector in the State. The Board shall advise the Government about the creation and strengthening of essential infrastructures for the development of films.
- (4) Aims to position Sikkim as the preferred film friendly destination through the formulation of comprehensive incentive-based film policy and provision of lucrative interest subsidy for the films produced in the State. The Board shall take up the review of the Film Policy whenever necessary.
- (5) The Board shall strive towards development of holistic Sikkimese theatres, cinema and alternate exhibition forums like travelling talkies, special institutional screening forums through schools and Gram Panchayats particularly in rural areas that would assist in providing wholesome entertainment and inculcate film watching culture among the rural masses at a low cost. It would be the duty of the Members of the Board to ensure smooth functioning of the Board and its activities to achieve the desired objectives.
- (6) Take deliberations and measures to promote film tourism in the State. Cinema being the gateway to tourism will facilitate in boosting the tourism sector in the State.
- (7) To create potential for revenue generation.
- (8) Tap and project cultural attractions, scenic beauty, historical, religious and heritage sites of the State not only within the country but also abroad through widespread publicity.
- (9) Identify and develop locations in the State ideal for film shooting and create an inventory of readily available relevant facilities for filmmaking in those locations while also keeping in mind the area restrictions and protections that come with the state's status of being a biodiversity hotspot and a protected area due to its natural and cultural distinctions.
- (10) strategize the development of film industry in the State so that it creates a chain of business and investment opportunities.
- (11) Explore investment opportunities for setting up state of art Film City, Film Facilitation Centre, Film Training Institutes and organizing Film Festivals in the State. The Board will formulate plans to attract major investments in the film sector in the State.
- (12) Enabling ease of business for the filmmakers and production units. The Board shall whole heartedly champion itself within and outside of work areas thus maintaining at all times the focus on the agreed scope, outcomes and its benefits.
- (13) Quick process of permit for film shooting. The Board shall ensure timely decisions and appropriate action so as to not hold up any project.
- (14) To provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the State.
- (15) Commercial level release of films.
- (16) Facilitate healthy communication among government bodies, film federations and organizations, filmmakers and all relevant parties and individuals.
- (17) Facilitate the overall growth of the film sector in Sikkim while creating business and contributing to an enabling environment through creation of direct and indirect employment to skilled youth in the film industry in the State.

- (18) To address imbalances in the infrastructure and in the distribution of skills and resources in the film industry in the State. The Board shall aim at monitoring and managing the factors outside the control of the Board that are critical to the development of the sector in the State.
- (19) Creating a training structure in the field of film making.
- (20) Presentation and archiving of films and film related materials.
- (21) Prohibition of Illegal Exhibition of Films and Video Piracy.
- (22) Ensuring development of cinematic talents and recognition and felicitation of those who are the torch bearers of the industry.
- (23) Arrangement and availability of all the film production related facilities.
- (24) Security arrangements for film production.
- (25) Development of contents for social media promotion campaign.
- (26) Protection of Intellectual Property.

3. AMENDMENT, MODIFICATION OR VARIATIONS:

- (1) This Terms of Reference may be amended, varied or modified in writing after consultation and agreement by all the Board members of Sikkim Film Promotion Board.
- (2) Decisions shall be preferably made by consensus. It is desirable that recommendations are acceptable to all the Board members. Therefore, in the event of the consensus not being achieved, the decision of the majority shall prevail.

By order and in the name of the Governor.

**Secretary,
Information and Public Relations Department,
Government of Sikkim.**